L Number	Hits	Search Text	DB	Time stamp
1	1109	(ad or ads or advertis$5) NEAR2 server$1	USPAT; EPO; JPO; DERWENT; IBM_TDB	2002/09/27 09:38
2	57	((ad or ads or advertis$5) NEAR2 server$1) AND ((independent$2 or separate$2 or additional) NEAR2 (display$1 or browser$1))	USPAT; EPO; JPO; DERWENT; IBM_TDB	2002/09/27 09:44
3	1	("5572643").PN.	USPAT	2002/09/27 09:40
4	1	("6044205").PN.	USPAT	2002/09/27 09:45
5	6	("5451839" | "5530852" | "5572643" | "5717860" | "5724424" | "5737619").PN.	USPAT	2002/09/27 09:55

```
Your SELECT statement is:
    s (internet(10n)(interactive(2n)(ad or ads or advertisement? ?))) and
py<=1996

            Items    File
            -----    ----
               10       9: Business & Industry(R)_Jul/1994-2002/Sep 26
                2      13: BAMP_2002/Sep W3
                8      15: ABI/Inform(R)_1971-2002/Sep 26
               18      16: Gale Group PROMT(R)_1990-2002/Sep 27
                1      18: Gale Group F&S Index(R)_1988-2002/Sep 27
                2      47: Gale Group Magazine DB(TM)_1959-2002/Sep 26
     Examined  50 files
                4      88: Gale Group Business A.R.T.S._1976-2002/Sep 26
                2     111: TGG Natl.Newspaper Index(SM)_1979-2002/Sep 25
     Examined 100 files
                1     141: Readers Guide_1983-2002/Aug
               17     148: Gale Group Trade & Industry DB_1976-2002/Sep 27
     Examined 150 files
     Examined 200 files
                5     275: Gale Group Computer DB(TM)_1983-2002/Sep 27
     Examined 250 files
     Examined 300 files
                1     474: New York Times Abs_1969-2002/Sep 26
                1     475: Wall Street Journal Abs_1973-2002/Sep 26
                1     483: Newspaper Abs Daily_1986-2002/Sep 26
                4     484: Periodical Abs Plustext_1986-2002/Sep W4
                2     492: Arizona Repub/Phoenix Gaz_19862002/Jan 06
     Examined 350 files
                2     545: Investext(R)_1982-2002/Sep 27
                5     553: Wilson Bus. Abs. FullText_1982-2002/May
                9     570: Gale Group MARS(R)_1984-2002/Sep 27
>>>I/O error in file 583
     Examined 400 files
                1     608: KR/T Bus.News._1992-2002/Sep 27
                2     621: Gale Group New Prod.Annou.(R)_1985-2002/Sep 26
                3     635: Business Dateline(R)_1985-2002/Sep 25
               14     636: Gale Group Newsletter DB(TM)_1987-2002/Sep 27
     Examined 450 files
                3     647: CMP  Computer Fulltext_1988-2002/Sep W2
                4     649: Gale Group Newswire ASAP(TM)_2002/Sep 24
                1     696: DIALOG Telecom. Newsletters_1995-2002/Sep 26
                1     703: USA Today_1989-2002/Sep 26
                1     707: The Seattle Times_1989-2002/Sep 26
                1     710: Times/Sun.Times(London)_Jun 1988-2002/Sep 27
                1     711: Independent(London)_Sep 1988-2002/Sep 26
                1     723: The Wichita Eagle_1990-2002/Sep 26
     Examined 500 files
                1     765: Frost & Sullivan_1992-1999/Apr
     Examined 550.files
                5     813: PR Newswire_1987-1999/Apr 30


  33 files have one or more items; file list includes 568 files.
  One or more terms were invalid in 101 files.
```

```
Set      Items    Description
S1        132     (INTERNET(10N)(INTERACTIVE(2N)(AD OR ADS OR ADVERTISEMENT?
                  ?)))) AND PY<=1996
S2         83     RD (unique items)
S3         45     S2 AND PY<=1995
S4          0     S3 AND AT&T
S5          0     S2 AND AT&T
S6          6     S2 AND (AT()T OR ATT)
S7          1     S2 AND ((AD OR ADS OR ADVERTISING OR ADVERTISEMENT? ?)(2N)-
                  (SERVER? ? OR BROWSER? ?))
```

Reviewed.

```
File   9:Business & Industry(R) Jul/1994-2002/Sep 26
          (c) 2002 Resp. DB Svcs.
File  13:BAMP 2002/Sep W3
          (c) 2002 Resp. DB Svcs.
File  15:ABI/Inform(R) 1971-2002/Sep 26
          (c) 2002 ProQuest Info&Learning
File  16:Gale Group PROMT(R) 1990-2002/Sep 27
          (c) 2002 The Gale Group
File  18:Gale Group F&S Index(R) 1988-2002/Sep 27
          (c) 2002 The Gale Group
File  47:Gale Group Magazine DB(TM) 1959-2002/Sep 26
          (c) 2002 The Gale group
File  88:Gale Group Business A.R.T.S. 1976-2002/Sep 26
          (c) 2002 The Gale Group
File 141:Readers Guide 1983-2002/Aug
          (c) 2002 The HW Wilson Co
File 148:Gale Group Trade & Industry DB 1976-2002/Sep 27
          (c)2002 The Gale Group
File 275:Gale Group Computer DB(TM) 1983-2002/Sep 27
          (c) 2002 The Gale Group
File 474:New York Times Abs 1969-2002/Sep 26
          (c) 2002 The New York Times
File 475:Wall Street Journal Abs 1973-2002/Sep 26
          (c) 2002 The New York Times
File 483:Newspaper Abs Daily 1986-2002/Sep 26
          (c) 2002 ProQuest Info&Learning
File 484:Periodical Abs Plustext 1986-2002/Sep W4
          (c) 2002 ProQuest
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
          (c) 2002 Phoenix Newspapers
File 545:Investext(R) 1982-2002/Sep 27
          (c) 2002 Thomson Financial Networks
File 553:Wilson Bus. Abs. FullText 1982-2002/May
          (c) 2002 The HW Wilson Co
File 570:Gale Group MARS(R) 1984-2002/Sep 27
          (c) 2002 The Gale Group
File 608:KR/T Bus.News. 1992-2002/Sep 27
          (c)2002 Knight Ridder/Tribune Bus News
File 621:Gale Group New Prod.Annou.(R) 1985-2002/Sep 26
          (c) 2002 The Gale Group
File 635:Business Dateline(R) 1985-2002/Sep 25
          (c) 2002 ProQuest Info&Learning
File 636:Gale Group Newsletter DB(TM) 1987-2002/Sep 27
          (c) 2002 The Gale Group
File 647:CMP  Computer Fulltext 1988-2002/Sep W2
          (c) 2002 CMP Media, LLC
File 649:Gale Group Newswire ASAP(TM) 2002/Sep 24
          (c) 2002 The Gale Group
File 696:DIALOG Telecom. Newsletters 1995-2002/Sep 26
          (c) 2002 The Dialog Corp.
File 703:USA Today 1989-2002/Sep 26
          (c) 2002 USA Today
File 707:The Seattle Times 1989-2002/Sep 26
          (c) 2002 Seattle Times
```

```
File  710:Times/Sun.Times(London)  Jun 1988-2002/Sep 27
          (c) 2002 Times Newspapers
File  711:Independent(London)  Sep 1988-2002/Sep 26
          (c) 2002 Newspaper Publ. PLC
File  723:The Wichita Eagle 1990-2002/Sep 26
          (c) 2002 The Wichita Eagle
File  765:Frost & Sullivan 1992-1999/Apr
          (c) 1999 Frost & Sullivan Inc.
File  813:PR Newswire 1987-1999/Apr 30
          (c) 1999 PR Newswire Association Inc
```

```
Your SELECT statement is:
    s AdServer and py<=1996

          Items    File
          -----    ----
             10       9: Business & Industry(R)_Jul/1994-2002/Sep 26
              1      13: BAMP_2002/Sep W3
              7      15: ABI/Inform(R)_1971-2002/Sep 26
             35      16: Gale Group PROMT(R)_1990-2002/Sep 27
              1      18: Gale Group F&S Index(R)_1988-2002/Sep 27
              4      47: Gale Group Magazine DB(TM)_1959-2002/Sep 26
    Examined  50 files
              1      88: Gale Group Business A.R.T.S._1976-2002/Sep 26
              8     111: TGG Natl.Newspaper Index(SM)_1979-2002/Sep 25
    Examined 100 files
             33     148: Gale Group Trade & Industry DB_1976-2002/Sep 27
    Examined 150 files
              1     248: PIRA_1975-2002/Sep W5
    Examined 200 files
             10     275: Gale Group Computer DB(TM)_1983-2002/Sep 27
    Examined 250 files
    Examined 300 files
    Examined 350 files
              3     545: Investext(R)_1982-2002/Sep 27
              5     570: Gale Group MARS(R)_1984-2002/Sep 27
>>>I/O error in file 583
    Examined 400 files
              1     608: KR/T Bus.News._1992-2002/Sep 27
             20     621: Gale Group New Prod.Annou.(R)_1985-2002/Sep 26
              1     634: San Jose Mercury_ Jun 1985-2002/Sep 26
              1     635: Business Dateline(R)_1985-2002/Sep 25
             22     636: Gale Group Newsletter DB(TM)_1987-2002/Sep 27
    Examined 450 files
              5     647: CMP  Computer Fulltext_1988-2002/Sep W2
             24     649: Gale Group Newswire ASAP(TM)_2002/Sep 24
             22     696: DIALOG Telecom. Newsletters_1995-2002/Sep 26
    Examined 500 files
              1     727: Canadian Newspapers_1990-2002/Sep 27
              1     765: Frost & Sullivan_1992-1999/Apr
              3     766: (R)Kalorama Info Market Res._1993-2000/Aug
    Examined 550 files
             27     810: Business Wire_1986-1999/Feb 28
             17     813: PR Newswire_1987-1999/Apr 30

    26 files have one or more items; file list includes 568 files.
    One or more terms were invalid in 101 files.
```

Your SELECT statement is:
    s ((ad or ads or advertis?)(2n)(server? ?)) and ((independent? or
separate? or additional)(2n)(browser? ? or display? ?)) and py<=1996

            Items   File
            -----   ----
                1   15: ABI/Inform(R)_1971-2002/Sep 26
        Examined 50 files
                1   88: Gale Group Business A.R.T.S._1976-2002/Sep 26
        Examined 100 files
                1   148: Gale Group Trade & Industry DB_1976-2002/Sep 27
        Examined 150 files
        Examined 200 files
                3   275: Gale Group Computer DB(TM)_1983-2002/Sep 27
               13   348: EUROPEAN PATENTS_1978-2002/Sep W03
        Examined 250 files
        Examined 300 files
                1   484: Periodical Abs Plustext_1986-2002/Sep W4
        Examined 350 files
>>>I/O error in file 583
        Examined 400 files
        Examined 450 files
                9   654: US PAT.FULL._1976-2002/Sep 24
        Examined 500 files
        Examined 550 files

    7 files have one or more items; file list includes 568 files.
    One or more terms were invalid in 101 files.

```
Set      Items    Description
S1          ·7    ((AD OR ADS OR ADVERTIS?)(2N)(SERVER? ?)) AND ((INDEPENDEN-
                  T? OR SEPARATE? OR ADDITIONAL)(2N)(BROWSER? ? OR DISPLAY? ?))
                  AND PY<=1996
S2           4    RD (unique items)
File   15:ABI/Inform(R) 1971-2002/Sep 26
          (c) 2002 ProQuest Info&Learning
File   88:Gale Group Business A.R.T.S. 1976-2002/Sep 26
          (c) 2002 The Gale Group
File 148:Gale Group Trade & Industry DB 1976-2002/Sep 27
          (c)2002 The Gale Group
File 275:Gale Group Computer DB(TM) 1983-2002/Sep 27
          (c) 2002 The Gale Group
File 484:Periodical Abs Plustext 1986-2002/Sep W4
          (c) 2002 ProQuest
?
```

Your SELECT statement is:
    s (quantum()systems) and py<=1996 and advertis?

          Items   File
          -----   ----
            1   9: Business & Industry(R)_Jul/1994-2002/Sep 26
            1   15: ABI/Inform(R)_1971-2002/Sep 26
            3   16: Gale Group PROMT(R)_1990-2002/Sep 27
            2   18: Gale Group F&S Index(R)_1988-2002/Sep 27
    Examined 50 files
            1   111: TGG Natl.Newspaper Index(SM)_1979-2002/Sep 25
    Examined 100 files
            5   148: Gale Group Trade & Industry DB_1976-2002/Sep 27
    Examined 150 files
            1   239: Mathsci_1940-2002/Nov
            1   262: CBCA Fulltext_1982-2002/Sep
    Examined 200 files
            3   275: Gale Group Computer DB(TM)_1983-2002/Sep 27
            1   348: EUROPEAN PATENTS_1978-2002/Sep W03
            2   349: PCT FULLTEXT_1983-2002/UB=20020912,UT=20020905
    Examined 250 files
    Examined 300 files
            2   474: New York Times Abs_1969-2002/Sep 26
            1   483: Newspaper Abs Daily_1986-2002/Sep 26
    Examined 350 files
            2   553: Wilson Bus. Abs. FullText_1982-2002/May
    Examined 400 files
            1   635: Business Dateline(R)_1985-2002/Sep 25
            2   636: Gale Group Newsletter DB(TM)_1987-2002/Sep 27
            1   637: Journal of Commerce_1986-2002/Sep 25
    Examined 450 files
    Examined 500 files
    Examined 550 files
            1   810: Business Wire_1986-1999/Feb 28

18 files have one or more items; file list includes 568 files.
One or more terms were invalid in 100 files.

```
Set      Items    Description
S1          31    (QUANTUM()SYSTEMS) AND PY<=1996 AND ADVERTIS?
S2          22    RD (unique items)
S3           3    S2 AND (BROWSER? ? OR SERVER? ?)
S4           0    S2 AND INTENRET
S5           0    S2 AND INTERNET
File    9:Business & Industry(R) Jul/1994-2002/Sep 26
          (c) 2002 Resp. DB Svcs.
File   15:ABI/Inform(R) 1971-2002/Sep 26
          (c) 2002 ProQuest Info&Learning
File   16:Gale Group PROMT(R) 1990-2002/Sep 27
          (c) 2002 The Gale Group
File   18:Gale Group F&S Index(R) 1988-2002/Sep 27
          (c) 2002 The Gale Group
File  111:TGG Natl.Newspaper Index(SM) 1979-2002/Sep 25
          (c) 2002 The Gale Group
File  148:Gale Group Trade & Industry DB 1976-2002/Sep 27
          (c)2002 The Gale Group
File  239:Mathsci 1940-2002/Nov
          (c) 2002 American Mathematical Society
File  262:CBCA Fulltext 1982-2002/Sep
          (c) 2002 Micromedia Ltd.
File  275:Gale Group Computer DB(TM) 1983-2002/Sep 27
          (c) 2002 The Gale Group
File  348:EUROPEAN PATENTS 1978-2002/Sep W03
          (c) 2002 European Patent Office
File  349:PCT FULLTEXT 1983-2002/UB=20020912,UT=20020905
          (c) 2002 WIPO/Univentio
File  474:New York Times Abs 1969-2002/Sep 26
          (c) 2002 The New York Times
File  483:Newspaper Abs Daily 1986-2002/Sep 26
          (c) 2002 ProQuest Info&Learning
File  553:Wilson Bus. Abs. FullText 1982-2002/May
          (c) 2002 The HW Wilson Co
File  635:Business Dateline(R) 1985-2002/Sep 25
          (c) 2002 ProQuest Info&Learning
File  636:Gale Group Newsletter DB(TM) 1987-2002/Sep 27
          (c) 2002 The Gale Group
File  637:Journal of Commerce 1986-2002/Sep 25
          (c) 2002 Commonwealth Bus. Media
File  810:Business Wire 1986-1999/Feb 28
          (c) 1999 Business Wire
```

ABSTRACT: A personal account of trying to shop for Christmas gifts using
the Internet is presented. Any glance at an Internet directory reveals
thousands of wired stores, including most of the famous real-world ones.

TEXT: Headnote:

Can the Net save you from joyless Christmas-shopping treks through dank
streets and chaotic malls? We asked our resident geek to find out. His
reply came through gritted teeth

LIKE other computer journalists, I have written my share of stories about
how Internet shopping will revolutionise the retail trade. On the Net, I
usually explain, anyone-department store or corner grocerycan set up an
on-line shopfront, and reach the world. The overheads are tiny: just an
Internet connection and a computer to tend the store. Here is a whole new
dimension to shopping, with far more information than any salesman or shelf
display can provide. There was, though, one nagging irony in all this
punditry: I had never actually bought anything on-line, and virtually
nobody I know had, either.

Sure, I had tried demonstrations of futuristic "electronic cash" schemes,
paying for a report or two with fake cyberbucks. I had even spent real
money a few times for subscriptions to on-line newspapers and their
woollier cousins, the "e-zines". But I had never bought a physical thing,
something that would show up at my door in a cardboard box, or an envelope.
For all the Internet's potential to reshape the world of commerce, I had
not even come close to matching on-line what I routinely do with a
telephone or a stamp.

A few years ago it was easy to explain this away by pointing to the
embryonic state of the on-line industry. It was easy for hackers to steal a
credit-card number. There were not many big stores on-line, anyway. These
days, those excuses look thin. Any glance at an Internet directory reveals
thousands of wired stores, including most of the famous real-world ones.
Indeed, it is rare to find an advertisement these days that does not point
to some Web site. And most online stores that accept credit cards over the
Net use software that allows a Web browser to send them in an encrypted
code, which is practically unbreakable.

Still, nobody I knew bought anything on-line. Why not? The only way to find
out was to try, and try big. I would do my Christmas shopping on the Net
this year. Whatever happened, it was bound to be better than the usual
sweaty rush around a blur of identically random malls and department
stores. Or so I thought.

Which way do I turn, please?

I start with the usual gift list. Clothes for a sister, CDs for a
brother-in-law, and so on. I turn to my PC, fire up a Web browser, and dial
in. This is when I discover the first problem with Internet shopping. I
have no idea where to do it.

I try the closest thing the Internet has to a subject index: Yahoo (www.yahoo.com). Alas, "shopping" is not listed on the front screen, but, after typing it into the search box, I am gratified to see some responses. More than 500 listings later, I realise I need to be more specific. I am also irritated by the time it takes for the stuff to trickle down the telephone line. My old modem makes each page a minute-long ordeal. Perhaps the first thing to buy is a new modem.

Typing in "modem" seems to bring up only manufacturers, so I decide to go to an on-line mall. The word "mall" turns up another stream of listings, about half of them simply advertisements for real malls. When I finally find the on-line malls, more than 600 are listed, 23 starting with "cyber" alone: Cyber Home, CyberShopper, CyberShop, CyberShoppe, Cyber Park, CyberWorld . . . Eyes glazing, I scroll down until I happen to spot ISN, the Internet Shopping Network (www.isn.com), which, as I recall, was bought by cable television's Home Shopping Network a few years ago. Cubic zirconia rings are a risk, but Yahoo says it specialises in computer gear.

ISN was one of the first sites to suggest the nearly infinite opportunities that fired the hype about Internet shopping. It of fered not only product pictures but links to reviews in trade magazines. Apparently, this does not extend as far as modems. ISN lists about 300 of them-but most had only a price; no linked reviews are in sight.

Nevertheless, I decide to buy one I have heard good things about. At last, my first purchase. Great. I click on "add to shopping basket". My browser (I am using America Online's at the moment) reports that the document does not exist. This strikes me as unlikely, since it would be a relatively high priority of a shopping service to keep a till open. I switch to another Internet access provider, and navigate into ISN again using Microsoft's Internet Explorer browser.

This time it works fine, and over in America ISN confirms that I have selected a modem to purchase. Or rather, four of them. Hmmm. I reset it to one, then click on "buy". ISN asks me to join its shopping club first. I plough my way through the application form, typing in my name and address, until I get to "state", which is tough as I live in London. I muse about this for a moment until I see a note at the bottom about international ordering. I click. Oh. ISN will not sell outside the United States. "We are working to develop an international shipping policy and procedure. However, until this is completed, all orders placed by international customers with international credit cards and/or addresses will be cancelled." So much for the much-vaunted global reach of the Internet.

The mouse is tiring

Start again. This time, I go through Yahoo's regional listings. I try the European Shopping Centre (www.euroshops.co.uk): lots of clothes, but no computer stores. Then the London Mall (www.londonmall.co.uk), which has mobile telephone and Psion gear, but no Pc hardware. I decide to try MarketNet (mkn.co.uk): again, a random assortment of stores, but not, I fear, a computer one. The UK Shopping Centre (www.ukshops.co.uk:8ooo) has a software store (by now I have given up on a modem and will settle for anything for my PC, even a game). Its virtual storefront turns out to be a listing of products in alphabetical orderand it stops at N.

(Photograph Omitted)

A few stores later, I realise why each seems to have an arbitrary selection of a few Pcs, a monitor or two, and some software, at prices that are no lower than those of a dusty little high-street dealer. They actually are dusty little high-street dealers, but with some tenner-a-month space on someone's Web site. Each takes about six mouse clicks (and, with my slow modem, about three minutes) to reveal the bareness of the shelves that I

would have spotted through the real-world window. Perhaps it is time to go back to America, and see if I can find a firm willing to ship overseas.

I try another index service, Excite (www.excite.com), which claims to have reviews of its sites. It does, of sorts. But it has only a fraction of Yahoo's listings, and the "reviews" are simply two-sentence descriptions of the site, giving up to four stars. I back out when I see that a site which simply lists the telephone number and address of a Greek jewellery shop gets two stars.

Nevertheless, I try a few more computer shops I find there. The first four turn me off by taking international orders only with a bank wire transfer, but eventually I stumble on NetBuyer (www.netbuyer.com), which serves as a broker for several computer mail-order companies and is the online side of Computer Shopper magazine. It has a slick interface and provides technical comparisons between products. I am so pleased that I overlook the fact that it lists only one vendor for each product (no doubt at the insistence of its clients), making price comparisons impossible. I place the order, and get a confirmation. Time elapsed since I started: about four hours.

So, down to business

Emboldened by this apparent success, I dive into my real Christmas list, starting with the CD for my brother-in-law. On Yahoo, I notice a link to a site where Andersen Consulting is demonstrating Bargain Finder (bf.cstar.ac.com/bf/), an experimental "electronic agent" that shops at various on-line music stores to find the best price for a CD. I ask for The Cure's "Mixed Up". After a minute or so, it comes back with the results: three of the biggest stores had blocked its agent (presumably because they are not keen to be forced into a price war), but three others had responded. Prices range from $10.54 to $13.98. I pick out the cheapest, GEMM (www.gemm.com), which turns out to be another sort of agent, in this case a broker.

(Illustration Omitted)

Searching GEMM'S site, I find someone selling the CD for even less, $9.98, which makes me wonder a bit about the efficiency of Andersen's agent. Shipping costs $7 outside the United States, and it would go by regular post, which could take weeks, but even then it would be cheaper than buying it from a British retailer. I am just about to enter my credit-card number when I check my browser's status bar. Despite the site's promise of "secure ordering", it is not encrypting the transmission. I get a queasy feeling, and back out.

Still, agents sound like just what I need to help me through the digital maze. I have heard raves about Firefly, a site set up by Agents Inc (www.ffly.com), which is designed to help you find music you might like as well as order it. It turns out to be the best thing I have found on-line for months. It asks me to type in a few of my favourite bands, then to rate some other bands it displays: Bryan Adams: "hate it"; Sex Pistols: "great stuff".After a few more lists, it is dead on, suggesting most of the other bands I like, as well as (and this is the useful bit) throwing in some bands I don't know but are recommended by people who tend to like the stuff I like. Click on any band name and you get a biography, discography, reviews from other visitors, reviews from the music press, links to Web sites on the band, and a place to order the music.

I realise that I have fallen into the trap of shopping for myself again, so I stop playing around and pick a CD I think my brother-in-law might want. The store will ship it abroad, but that will cost $15, which is more than the CD itself I decide that the local record shop is looking better by the minute, and move on to clothes.

At this point, my standards have fallen to the point where anything actually ordered on-line will suffice: my sister will be impressed by the novelty factor alone. J.C. Penney, a big American retailer, is advertising its site a lot on-line, so I *click* on one of the *ads* that *pop* *up* while surfing elsewhere and go to www.jcpenney.com.

Like most big stores,J.C. Penney is offering only a tiny sample of its wares on-line, with no more information than their catalogue listing. (Why is this? Surely the whole point of Web sites is that they can show you more than mere paper.) Since I am still stuck with my slow modem, I have turned pictures off to speed the downloads. But the J.C. Penney site consists mostly of a column of pictures, with no text. Since the pictures' file names give no clue to their contents, I have to spend three minutes downloading them all to know that they carry nothing I would want to buy. Other parts of the site do not work at all. To add insult to injury, the fine print, several layers in, reveals that the company does not sell abroad ("We are still developing our domestic market").

Someone mentions Lands' End, another catalogue retailer with a line that my sister might actually wear. Its site is faster, but no bigger than J.C. Penney's, and with no explanation for the relatively bare virtual shelves. What is there looks reasonable, except that the pictures are about two inches high, and scanned at low resolution. I decide I would be better off buying clothes from across a room, and bolt back across the Atlantic.

But the British stores I try are worse. Debenhams, Marks & Spencer, John Lewis and J. Sainsbury are on-line, but only two are actually selling anything-and that is only wine and chocolates. I decide to order two bottles of champagne from Sainsbury's, but see a note at the bottom which says orders must be in multiples of 12. I place the order for two anyway-and hope.
At last! he cited

Now getting slightly desperate, I surf randomly until I stumble on British Telecom's on-line shop (www.btshop.bt.com), which reminds me that my sister-in-law needs a new answering machine. BT has a reasonable one for 29 ($48.72), so I place the order with my credit card, which goes smoothly until the last step, where it confirms the order and displays an electronic receipt-"Sub-total: f569000.43; delivery charge: 3.99". I really hope that is wrong.

A few days later, a box from BT shows up with the right machine, and by separate post a letter from BT. The good news is that it is not a bill for half a million pounds; the bad news is that it is still a bill. Despite having been given my credit-card number on the site, BT has sent me a demand for L33. 1 call the customer-service desk The lady gets a bit lost when I mention the Web site, then goes off to find a supervisor. She returns to say someone will call me back. The next day, a manager leaves a message: "The system is a bit slow in putting debits against credits." Apparently, the credit-card checking process is still done by someone over the telephone, giving the billing system time to sneak in and claim my order. Ignore the bill, I am instructed.
I see a very grim Christmas coming if I do not buy something else, soon. With eyes smarting and repetitive stress injury looming, I find the idea of tromping through real-world malls now positively blissful compared with another minute on the Web. Before I disconnect for the last time, a colleague suggests that I give books a shot. A store called Amazon (www.amazon.com) is the toast of cyberspace these days.

I become a believer in Internet commerce again. Amazon offers a million books from around the world, including hard-to-find and special-order ones. You can search by title, by author, or by fragments of each. Visitors are invited to post their own reviews. You can order a book with gift wrapping (from a choice of papers) and with a card, delivered straight to the lucky

gift-getter. The prices are at least 10% less than retail and often even better. And shipping is even a reasonable $13 for 14-day delivery to Britain. Scrambling for my credit card, I order a stack of Beatrix Potter books. Even with wrapping paper, card and shipping, the total is still less than I might pay at my local bookshop. Maybe the preceding week of on-line hell had been an aberration, and this really was the future. Perhaps my original journalistic optimism had not been so naive after all.

Three weeks pass. The books, the modem and the champagne have still not arrived. Amazon has sent an e-mail saying it has shipped the order, but no word from the others. I will give them another week before I slink out into the real world to do my shopping all over again. Galling as it may be, I am secretly looking forward to rediscovering the little pleasures of pre-electronic shopping: holding things in my hands, trying them on, and even taking them home with me after I have paid.

ABSTRACT:
Many advertising industry executives say Internet advertising must move
beyond the banner concept if it hopes to thrive. In second half-1996, it
will become more apparent how far online advertising has advanced, as a
number of firms are combining proven marketing ideas and technological
advancement to develop new ways to deliver ads. The goal is to tailor Web
advertising to individual users' tastes and needs. Juno Online Services and
FreeMark Communications will both offer e-mail services that advertisers
can use to target specific consumers. Interactive Imaginations offers
Riddler.com, a gaming Web site that plugs advertising into what is one of
the Web's most interactive experiences. Agents Inc has created a service
called Firefly, which lets users examine a number of demographic and
cultural preferences in movies and music so that they receive progressively
more targeted online entertainment content, to the point of helping them
build on-line relationships based on their affinities. PointCast Inc offers
a customizable network that is delivered to users' PCs in the background.
PointCast's servers provide the specified information to subscribers'
terminals at hourly intervals throughout the day. FreeLoader Inc is an
off-line Web service which will offer its software at popular Internet
sites. Customers can use the software to surf the Web for them and download
their favorite sites while doing something else. Full text provides a
complete description of each of these services and how online advertisers
can use them.

TEXT:
Second-generation Web services promise advertisers a faster, smarter
experience

By Cathy Taylor

As advertising banners on the World Wide Web have grown more ubiquitous,
they have also come in for more criticism -- from consumers and advertisers
alike. Many pundits have proclaimed banners dead, literal tombstone ads
that symbolize a strategy gone wrong. At the first genera meeting of the
Internet Advertising Bureau, held in New York in June, interactive
executives stressed that getting "beyond the banner" will be crucial to the
fate of advertising in the new media industry. In the second half of this
year, we'll see how far "beyond" the banner ad form the Web can go.
Through a combination of proven marketing ideas and technological
advancement, several firms are working at new ways to deliver ads. They're
not simply building a better banner. Imagine a Web world in which ads pop
up in accordance with your favorite breakfast food, your most nagging
ailment or whether you are a PC or Mac user -- in other words, where
individuals go through life accompanied by a unique advertising experience
based on their tastes. In this world, advertising is gently profferred to
you, and therefore less unpleasant and intrusive; more important, you
receive free e-mail or other benefits in return. No doubt, this smoothly
targeted world will repel some users with its prying knowledge of their
habits. But for advertisers, it represents the marketing equivalent of the
pearly gates: a way to reach precisely those consumers who wish to be

reached. The new advertising models developed by the companies that follow
range from targeted prize give-aways to ad-supported e-mail to hybrids of
broadcast and online technology. Despite their varied business plans, they
tend to have one thing in common: They take into account, in both language
and principle, the need to deliver better on the promise of the medium to a
skeptical yet curious advertising community.

Juno Online Services

From a sleek new office tower only steps from New York's Times Square,
Charles Ardai can survey the riot of billboards and flashing signs outside.
Just as they shout the joys of unadulterated consumerism. Ardai is hoping
that Juno can produce and deliver ads that will be welcomed into the home,
rather than rejected as junk e-mail. As president of Juno Online Services,
Ardai is betting that what the masses really want out of interactivity is
free electronic mail.

Certainly, advertisers want a way into the interactive world. "The Web
wasn't really designed to carry ads," Ardai says. "That doesn't mean that
it's terrible at advertising." To him and To D.E. Shaw & Co., the
investment bank backing the venture, Juno's way in is better. For one,
Ardai says, his product can give advertisers full reach and frequency
across the media buy. And it can tell advertisers precisely who's seeing
their ad.

Juno works like this: Subscribers load a software disk onto their computer
and get a simple user interface to send e-mail effortlessly. There's no
cost to the user; all that's required to get a lifetime of free electronic
postage is the completion of a questionnaire detailing "interests, hobbies
and tastes." Along with providing certain demographic information, Juno
subscribers agree to subject themselves to ads. Ardai emphasizes that ads
on the service are not attached to individual pieces of mail. The banners,
which rotate at the top of the screen while the user goes through the mail,
link the more information about the product or service but not to the Web
sit itself, since Juno is not a full Internet-access service. Each user is
also exposed to two full-screen "showcase ads" that appear while the
service boots up and shuts down.

Juno's ad rates are 6 to 10 cents per impression for banner ads and 8 to 12
cents for premium showcase ads. Ardai's goal: to create a mass medium that
can produce the sort of audience numbers advertisers continue to crave.
"The business that will be successful is the one that will have access to
millions of eyeballs," he contends. (See chart page 26, for data on the
services' reach to date.)

FreeMark Communications

Doug McFarland, executive vice president and general manager of Juno's
crosstown rival, FreeMark, works out of a corner office in the same East
Side skyscraper that houses Ammirati Puris Lintas. The former Arbitron
executive, who is fond of saying that "all advertising begins and ends with
research," is leading FreeMark's advertiser-supported e-mail effort. Its
plan is to pull on-line-resistant categories, such as packaged goods, into
the interactive marketing fold. The service, which like Juno launched in
April, already boasts such traditional marketers as RJR Nabisco. FreeMark
Mail aims to be a service that Aunt Susie, but maybe not her HTML-loving
son, would love. It even features a mailbox graphic that opens to divulge
e-mail when a user logs on.

Juno and FreeMark resemble one another in many ways. Both ask customers to
fill out a questionnaire of consumer preferences before they sign on, and
both employ advertising banners that link to more information about the
product being advertised. But there are significant differences as well.
One is how ads are delivered. While Juno argues that ads should never be

attached to individual pieces of e-mail, FreeMark takes the opposite
approach.

"For the period a consumer is reading his or her mail, there is no other ad
message available," McFarland says. "The advertiser has complete 'mind
share' of a targeted consumer for some period of time -- no conflicting,
competitive messages, no flashing banners, just the single message." The
targetability allows FreeMark to charge a fairly high cost per impression.
While untargeted banners on the Web can cost around 2 cents per impression,
McFarland says advertisers have been willing to pay 12 to 14 cents per
exposure with FreeMark.

Interactive Imaginations

At Interactive Imaginations, a new media firm in New York's Flatiron
district, desk-bound workers crouch intently over their screens, creating
an atmosphere not unlike that of the green eye-shade accountants and
garment seamstresses who occupied the area generations ago. These are the
Webmasters and content creators for Riddler.com, a gaming Web site that
ingeniously plugs advertising into what is one of the Web's most
interactive experiences. Greg Stuart, a former Wunderman Cato Johnson new
media executive, sits in a windowless office, planning marketing strategy
for the two-year-old company. "Riddler is a marketing matchmaker," Stuart
says. "We match the right consumer with the right advertiser at the right
time."

Consumers may only be marginally aware of the sales pitch while they play.
They come to the site for its games, including crossword puzzles and trivia
contests, some versions of which can be played over the Internet with other
Riddler members. Advertisers offer the prizes, ranging from a Toyota RAV4
to the Encyclopedia Britannica and Microsoft software. Visitors to the
site register to play for free, telling Riddler only minimal information
such as address, gender and which Web browser they use. Then players are
transported into a world with its own currency. A Riddler starts with a
fixed number of "riddlets," paying them out to play each game. In return,
upon winning a game, a user is awarded a certain number of prize "caps."
The more caps a Riddler has, the better the potential prizes. The
encyclopedia, for example, may cost tens of thousands of caps; the Toyota
is worth close to two million. That's a lot of trivia.

Advertising is woven throughout this playland. The caps are like teeny
advertising banners; those won toward the Toyota, for instance, carry the
car maker's logo. The site also uses what are known as "interstitial ads":
full-page screens that pop up while the Riddler player is waiting for a
game to be loaded onto the site. Riddler advertisers can target their
messages, since players can add "riddlets" by coughing up more demographic
details.

The service charges advertisers a relatively steep 25 cents per full-page
view. The rationale: Not only to Riddler members see actual ads, as
opposed to smaller *advertising* banners, but the *interstitial* *ads*
result in a 100 percent *click*-through rate, since every Riddler player is
exposed to the full ad.

Agents Inc.

The concept might strike some as creepy: the thought of having a high-tech
concierge -- or a digital version of a clingy college roommate -- know
everything about you. The founders of Agents Inc., based in Cambridge,
Mass., believe differently. They've given the intelligent agents that roam
their ambitious, personalized, interactive community the name Firefly,
described in some dictionaries as a "relationship-loving" insect.

Firefly's agents, whose craft is honed through a mix of selected

demographic and cultural preferences in movies and music, take the Riddler concept one step further. By divining whether members prefer, say, Hole to Santana, each Firefly agent delivers its "owner" progressively more targeted entertainment content, even helping them build on-line relationships based on their affinities. (Within several mouse clicks of telling Firefly my preference for The Beatles, Joni Mitchell and Neil Young, it suggested I might also like The Pixies and Miles Davis, both of whom I had listened to in the past 24 hours.)

Firefly uses the same principles for its advertising. "The sponsor is clearly defined as a sponsor, but they are also a part of the community," explains Doug Weaver, vice president of advertising sales, who works out of New York. Just as Firefly members judge content, thus forming a database of the likes and dislikes of the Firefly community, members are also asked to rate the banners, which gives them a sense of ownership over the marketers (see story, page 24). Tell the Firefly site that politically correct U2 is your favorite band, and in a flash a banner for Amnesty International, one of the group's pet causes, strings itself across the bottom of the site. "We can not only target an ad toward people who like the Lemonheads, but toward people who should like the Lemonheads," says Weaver.

This pinpoint precision does come at a cost. Weaver charges 10 cents per impression for the privilege. Assuming the site succeeds -- the number of subscribers is currently at 120,000 and growing -- Agents Inc. plans to disperse its technology to other places on the Web. Last month, it signed a deal with search engine Yahoo! to employ the technology on that site.

PointCast Inc.

Funny, it doesn't look much like TV. But as Anna Zornosa, vice president for sales, demonstrates its news and information product on her laptop, she emphasizes that PointCast is really a broadcast medium. While the technical specs can be daunting, the PointCast Network is one of the only advertising vehicles on the Web that can easily repurpose TV commercials, and one of the few broadcasters to reach people while they're at work.

PointCast is delivered free of charge to users' PCs in the background, much like the popular "flying toasters" and other screen savers that run while monitors are idle. Each user picks "channels," such as sports, weather and news, to customize their version of PointCast. Someone who wants to know the weather report for the Hamptons, follow the Los Angeles Dodgers, keep tract of AT&T's stock and pick up celebrity gossip can select the data from various sources. PointCast has contracts with The Boston Globe, Los Angeles Times and Time Warner's Pathfinder, among others, to include their content. PointCast servers shovel the info to subscribers' PC at hourly intervals throughout the day, giving PointCast most of the immediacy of the Internet without eating up expensive on-line time. "This is a second-generation Internet product," says Zornosa.

Because users look at downloaded content, rather than grab it off the Internet themselves, PointCast can transmit full-motion video more easily than live Web sites. While stock quotes or sports scores might scroll across the bottom of the screen, a continuous loop of commercials plays in a frame in a corner. To provide content, all advertisers need do is supply footage that translates well as a commercial (without audio at this stage). The video is prepared for use in PointCast by processing it through Macromedia Director: no muss, little creative fuss.

Six advertisers signed up for a free PointCast trial earlier this year as "corporate channel" sponsors. Four of them -- Fidelity, Quarterdeck, Saturn and EDS -- have renewed and will pay PointCast $200,000 apiece for the last half of 1996 (Prodigy and Fox did not re-up). New advertisers, who buy less prominent 30-seconds ads, will pay $50,000 per month in the fourth quarter with a guarantee of 20 million impressions.

PointCast will soon launch SmartAd, software that allows advertisers to tailor when an ad runs depending on variables such as one-week only sales. The Cupertino, Calif.-based company is also working with the Audit Bureau of Circulations to set up a customized auditing system. The service already seems to have impressed its Silicon Valley peers. In April, it won the award for the Best Internet Application from C/Net.

FreeLoader Inc.
If PointCast has a direct competitor, it's FreeLoader, an off-line Web service launched in May. FreeLoader has barely started to approach advertisers, who will be its prime (and possibly only) revenue source. That didn't stop Individual Inc., a Burlington, Mass.-based technology outfit, from spending $38 million to buy FreeLoader's potential last month.

Like Netscape Navigator and Microsoft's Internet Explorer, FreeLoader plans to build market penetration by offering its software at popular Internet sites. Free Loader customers will use the software to surf the Web for them, downloading their favorite Web sites while they get some sleep, go to the officer or get a manicure. The service eliminates messy surfing problems, such as server crashes, interminable downloading waits and the tedious process of hanging out while one's Internet connection slowly moves from one site to another. Moreover, FreeLoader editors keep track of what they consider to be the best sites in 14 general categories such as weather and sports.

"We're the VCR and TV Guide of the Internet," says Frank Babbitt, vice president, sales and marketing, for the Washington, D.C.-based company. Just more Internet hype? Perhaps, but the service does seem to address what a recent Georgia Tech study said were the biggest problems on the Internet: speed, finding sites and organizing them. In theory, with all of those arduous tasks taken care of by FreeLoader, the product's users enjoy a seamless off-line Internet experience, sped up because the information is accessed from the computer's hard drive rather than the balky Internet.

As with PointCast, FreeLoader's off-line delivery may help it woo advertisers. Marketers can sponsor any of FreeLoader's 14 categories for $20,000 per month, buying banners to link to almost anything: a page of product information, a repurposed TV commercial, or even the advertiser's Web site, since the software allows dial-up access to the Internet. FreeLoader doesn't have it ducks in quite as neat a row as PointCast; if has yet to pick a third-party auditor and cannot guarantee impressions. Babbitt says the initial response is encouraging. Of the 50,000 people who downloaded the software in its first month, half have been converted into FreeLoader users. "What we're trying to do is make the West fast and easy for everybody," he explains.

If such services can, in fact, make the Web as fast and easy as TV or magazines, then the next problem "beyond banners" will be at hand: how to make ads that people truly want.

TEXT:
     American Cybercast, which programs the hit episodic cybersoap The
Spot, is planning to acquire the Monty Python Online Web service, join with
Ziff-Davis' ZD-TV to provide programming to cable network MSNBC, and
syndicate its content to radio stations nationwide, sources say.
     The Marina Del Ray, Fla.-based Internet concern also is extending its
reach on the Web with the upcoming launch of the www.AMCY.com entertainment
network, which will feature self-produced and acquired original
programming. By the end of the year, AMCY.com - which rolls out later this
month - is expected to be home to five cybershows, with four more targeted
to join the site in 1997.
     To this end, American Cybercast also is said to be in talks to
distribute Marinex Multimedia's popular The East Village cybersoap
(www.eastvillage.com), and has inked production deals with Spalding Gray,
Kathy Najimy, Dave Thomas (of SCTV fame), Jonathan Katz (creator of Comedy
Central's Dr. Katz series) and standup comic Paula Poundstone. These
celebrities will create short-form series to run under the soon-to-launch
"Quick Fix Theater" banner.
     The 10-month-old company is coming off a third round of financing,
which is due to close this month, with additional investments set for
January. All told, the latest investments will inject American Cybercast
with approximately $25 million, say sources familiar with the company's
finances.
     To date, American Cybercast's strategic equity partners include Grey
Advertising, Tele-Communications, Inc., Soft- bank Holdings, Creative
Artists Agency, Intel and Allen & Co., with a prominent investment bank set
to enter the latest round of financing. Three of the original partners are
expected to infuse the company with some of the $25 million said to be
coming into American Cybercast's coffers.
     The Web programmer, whose current episodic Web programs include the
top-ranked The Spot and science-fiction thriller EON-4, also will bow a new
cybersoap titled The Pyramid. Pyramid, which is set inside a giant Silicon
Valley technology company, is slated to launch on Oct. 14 to coincide with
AMCY.com's Internet debut. Interestingly, the new series will be sponsored
by Intel, which paid for its advertising deal apart from its equity
position in the company.
     "Our goal is to keep people for a long period of time," says American
Cybercast president Sheri Herman of the company's rush to assemble a
significant amount of programming under the AMCY. com network banner. "We
want to assemble as large a section of eyeballs as possible."
     To reach this goal, American Cybercast is preparing for some heavy
duty promotion of its AMCY.com wares, having contracted giant media service
Western International Media to handle media buys for an ad campaign created
by Grey Advertising subsidiary Fattal & Collins.
     The advertising campaign's elements will include outdoor, print,
online and stunt-related prongs, some of which will launch in October in
such new media hubs as New York, San Francisco and Los Angeles. Print ad
avails are being purchased in such publications as The Wall Street Journal,
The Los Angeles Times, Wired, Red Herring, Variety and a number of other
trade publications. College newspapers and campuses also will be targeted
for promotions.

Ancillary spinoffs, such as its ZD-TV and radio syndication deals, also will help AMCY promote its existence and content to consumers. Other spinoffs will include the Nov. 5 release of "The Spot, The Book," being published by Simon & Schuster, as well as film and television projects reportedly being negotiated as tie-ins to AMCY cybersoaps. The company also says it is negotiating its first international licensing deal for The Spot.

American Cybercast's soon-to-be completed acquisition of Monty Python Online, and the possible takeover of The East Village, also will provide grist for the publicity mill for AMCY.com's launch.

The Monty Python Online site (www.pythonline.com) was launched last July by video game and CD-ROM powerhouse 7th Level, makers of two Monty Python software products. The site features new contributions from all five members of the TV and film comedy troupe.

Also highlighted on the Python site are a Monty Python Store, a chat room and games, as well as promotions for the troupe's latest projects and for 7th Level's Python CD-ROM discs.

American Cybercast's just-inked deal with ZD-TV, Ziff-Davis' fledgling TV production unit, will see the new media concern produce a regular segment for ZD-TV's daily "The Site" series on cable news network MSNBC. The segment will focus on celebrities and other entertainment online and also will serve to help generate traffic and eyeballs to AMCY.com's wares.

And, in an interesting twist, American Cybercast is in negotiations with Radio Today, syndicator of the national hit talker "The Dr. Laura Schlessinger Show," to syndicate its Web and TV content on the airwaves under the name The American Cybercast Radio Network.

Expected to go the radio route are selections from the short-form celebrity-crafted Quick Fix Theater Web series, as well as much of the content featured on AMCY's entertainment news segments on MSNBC's The Site.

With such ancillary distribution in the works, it is no surprise that American Cybercast looks to roll out episodic Web series online in increasing numbers. Five shows will be online by the end of the year, with four more slated for 1997. By 1998 the company plans to have 15 shows online, with a total of 20 expected by the end of 1999. These figures do not include the number of short-form programs on AMCY.com, which also are expected to expand.

"The wider the net, the greater the ability to build up an asset base," says American Cybercast president Herman, who previously served as senior vp of marketing for E! Entertainment Television.

AMCY.com's main revenue stream will continue to be advertising, with its roster boasting such marketers as Apple, Honda, Sony's TriStar Pictures and others. Ad sales are being handled by a newly beefed up in-house unit headed by American Cybercast Senior Vice President Eric Belcher, a former USA Today West Coast sales division chief. Additional sales are being performed externally by national rep firm TeleRep.

The company's ad packages are configured in three tiers: Advertiser integration into the shows themselves (as product placement and even as the subject of specific episodes); banner *links* to *interstitial* *ad* sites attuned to AMCY show content (these pages, in turn, link to advertiser sites); and rotating ad banners linking to advertiser Web sites.

The deepest level of sponsorship, involving inclusion in the Web site's storyline, costs $26,250 a month, with a six-month package minimum. This non-cancellable title sponsor package offers 750,000 monthly banner impressions guaranteed - totaling over 4.5 million impressions over the six-month life of the ad deal.

Feature sponsorships, which offer interstitial "jump" ad pages, cost $16,700 a month for a three-month package, guaranteeing 500,000 impressions a month. Banner sponsorships run on a monthly basis, costing $9,300 for 250,000 banner impressions. Both feature and banner sponsorships come with a discounted frequency rate for bulk customers.

If all goes as planned, American Cybercast is scheduled to break even on operating expenses by the end of 1998, turn profitable in the fourth quarter of 1999 and break even on cash flow by the year 2000.

TEXT:

LOOKING FOR a magazine ad that people won't just flip past? Try a
pop-up.

According to Steven Beck, president and founder of Netcor, a Deep
River, Conn. pop-up advertising firm, viewers might exit the room during a
television commercial and readers page past a magazine or newspaper ad, but
virtually everyone who happens upon a pop-up ad stops to take a closer
look.

"Nothing has the stopping power of a pop-up in a magazine," he argues.
"When you get to a pop-up in a magazine, you look at it." Three
dimensional pop-up ads are designed so that when a page is turned, part of
the ad folds out toward the reader.

Dorothy Philips likes the power of pop-ups. Philips is the president
of Barnum Communications, the advertising firm that handles the account of
Boehringer Ingelheim Pharmaceuticals Inc., the Ridgefield, Conn. drug
company that is Netcor's only in-state client.

Philips said pop-ups are proven attention-getters. "*Pop*-*up*
advertising is *interactive*," she said, "and, although expensive,
commands attention."

Netcor was founded in October 1984 after Beck left his job as a
salesman at Structural Graphics in Essex, Conn., another pop-up advertising
firm. Beck and partner William Wolff grossed only $1,500 by the end of
that year. But last year billings were in the millions, Beck said.

The company has been helped by having little direct competition in the
specialized field. But winning clients still takes creativity. Beck said
many companies rely on the gimmickry of the pop-up to sell their product
and fail to use the pop-up effectively. He said Netcor is trying to keep
the gimmickry aspect of the pop-up business to a minimum and concentrate on
making ad campaigns effective.

"If the marketplace becomes saturated with nonsensical stuff it'll
become gimmicky and that's exactly what I'd not like to happen," Beck said.
If pop-ups ever become common, Beck said, people will tire of them and ad
content will be ignored. Their effectiveness will decline and advertisers
will stop using them.

"I see so many gimmicky, stupid pop-up ads it makes me mad," he said.
Clients aren't beating down the door for pop-ups, Beck said. In 3 3/4
years, Netcor has sold only about 45 ads averaging between $60,000 and
$70,000.

Pop-up ads can be expensive and don't work for everyone. Beck said the
ads are best suited for clients with a big budget and limited target
audience. Many of his clients are drug firms trying to reach doctors about

their new products.

One drug company ad was a direct mail campaign for a new tablet form of an established drug. The tablet was scored so it could be broken easily for different dosages. The ad showed two hands holding the whole pill and, as the page opened, the hands broke the pill apart, complete with sound effects. How they did it is a trade secret.

Beck said a new ad, trumpeting the arrival of a water heater company in Nevada and California, depicts a pop-up heater straddling the border of the two states. A more eleborate ad Netcor is creating pops up an entire Mexican resort.

While all this pop-up business has given rise to better years than 1984's $1,500 disaster, Beck said last year the company's sales didn't increase. Sales for the first quarter of 1988, however, doubled last year's first quarter.

Beck said he would like to see his own business continue to grow, but he also must be concerned with the entire pop-up industry. He said he would like to see more thought and creativity go into the pop-up ads that are out there and less reliance on the gimmickry of the product.